

## **JOB RESPONSIBILITIES:**

- Assist Digital Marketing Manager in all departmental activities. Take ownership of planning and executing social media post creation and schedule.
- Understand the fundamentals of multichannel/omnichannel marketing, SEO/SEM/Performance marketing.
- Have thorough understanding of CMS and analytical platforms.
- Have experience of running display advertising campaigns and data/outcome analytics thereby measure and report performance of all campaigns and assess against goals (ROI and KPIs)
- Identify digital trends and insights in the healthcare and pharmaceutical sector thereby brainstorm new and creative growth strategies.
- Collaborate with internal business teams to plan, design, and build memorable digital experiences for brands/services.
- Instrument conversion points and optimize audience funnels.
- Manage relationships with external agencies and other vendor partners.